

NGUYEN HOANG NGUYEN

Brand Marketing · Campaign Planning · Creative Strategy

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LinkedIn ↗

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Brand and campaign planner who turns consumer tension into campaign ideas, then owns them through promotion mechanics, creative briefs, KOL/KOC, paid media and retail rollout. Across F&B, retail services and consumer apps; leads a 3-person team at KONG.

EDUCATION

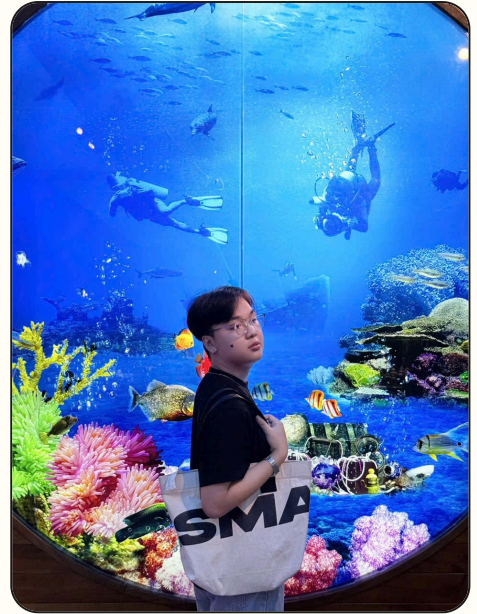
University of Economics and Law,
VNU-HCM

Bachelor of Marketing · 2026
GPA 8.44 / 10

RECOGNITION

Top 20 Individual – The Valiant of
Marketer 13 (Halida)

2nd Runner-up – Tầm Nhìn Thương
Hiệu (Xanh SM)



01 EXPERIENCE

Brand Marketing Leader · KONG Piercing Studio

Remote · Full-time · Aug 2026 – Present

- Lead a **3-person team** (ads, content, social) remotely, with evening task briefs and a weekly report meeting. Own monthly brand and campaign planning: mechanics, creative and KOL/KOC briefs, ads direction and store rollout.
- Built **Back to School** (“Tuyển Đồng Xổ 2026”, “Class of 2026”) across Social/TikTok, creators, ads and store: **students made up about a third of 335 monthly customers (50 first-time, 75 returning); customers up from 244–265 in Jun–Aug, with revenue held level despite the fee waiver and heavy rain.** Now leading **H(Ear) Her Way**, a 20/10 gifting campaign.

Product Marketing & Creative Strategist · Maple Labs

Full-time · Feb 2026 – Present

- Shape positioning and go-to-market messaging for consumer apps, linking user and competitor research to use cases, launch narratives and scalable creative briefs.
- Led **SPILL** ↗ from research and repositioning to rebrand, App Store launch and content (**882 MAU on a rolling 30 days, 52.8% DAU/MAU stickiness, Oct 2026**); built short-form creative systems across **5+ products. Star Gazer was recommended by Apple in Vietnam (Sep 2026).**

Marketing Executive · TeaJoy

May 2025 – Dec 2025

- Owned **5 seasonal campaigns across 3 branches**, from insight and mechanics to content, KOL/KOC and retail rollout: **Không Để Bạn Đi Một Minh, Trăng Trong Tay, Trọn Vẹn Yêu Thương, Yêu Thầy Mến Bạn, Unwrap Your Joy.**
- 500 branded-item redemptions in one month; 100 Mid-Autumn collab sets sold out in a week; Little Joy Box sold out at Christmas.**

Marketing Executive · Eye Station (Matkinh.com & Red Monkey)

Dec 2024 – May 2025

- Planned monthly social content for **Matkinh.com & Red Monkey** across Facebook, Instagram and TikTok: content pillars, weekly calendars, design/video orders; built the **TikTok expert plan** and the **store-opening event plan.**
- Organic content and product angles on Facebook, TikTok and Instagram; **~20% monthly revenue growth.**

Brand Marketing Executive · Naila – Tea & Nuts

Jan 2024 – Dec 2024

- After Naila moved from two branches to one new location with no habitual regulars, led **Brew & Spells (* Onion Tarot)** solo: a self-care ritual (free tarot line per bill from 120K) built into POS, an in-store Healing Board and social content.
- Campaign-month revenue ~VND 300M vs. ~100M baseline (~3x); 10% of new customers joined loyalty.**

02 SKILLS

STRATEGY	Consumer & competitor insight · Positioning · Campaign concept · Promotion mechanics · Creative briefs
CHANNELS	Retail and consumer activation · KOL/KOC · Social/TikTok · Paid media direction · App Store launch
TOOLS	Meta Business Suite · Canva · Photoshop · Illustrator · CapCut · Topview AI · Jira · App Store Connect
LANGUAGES	Vietnamese (native) · English (B2)

Selected campaign plans, creative outputs and case studies are available in the portfolio.